

# Whatcom Transportation Authority



Individualized Marketing











# IndiMark® Background

- Created by Werner Brög of SocialData
- Successful in European and Australian cities (past 10-15 years)
- Portland's "Travel Smart" program was first North American application
- FTA pilot project

# IndiMark<sup>®</sup>

- Some of the reasons people drive alone stem from misperceptions and lack of information
- Focuses on these obstacles – easier to remove mental barriers than physical ones
- Creates a dialogue with participants and give personalized info
- Aims to impact all trip types

## PROJECT DESIGN



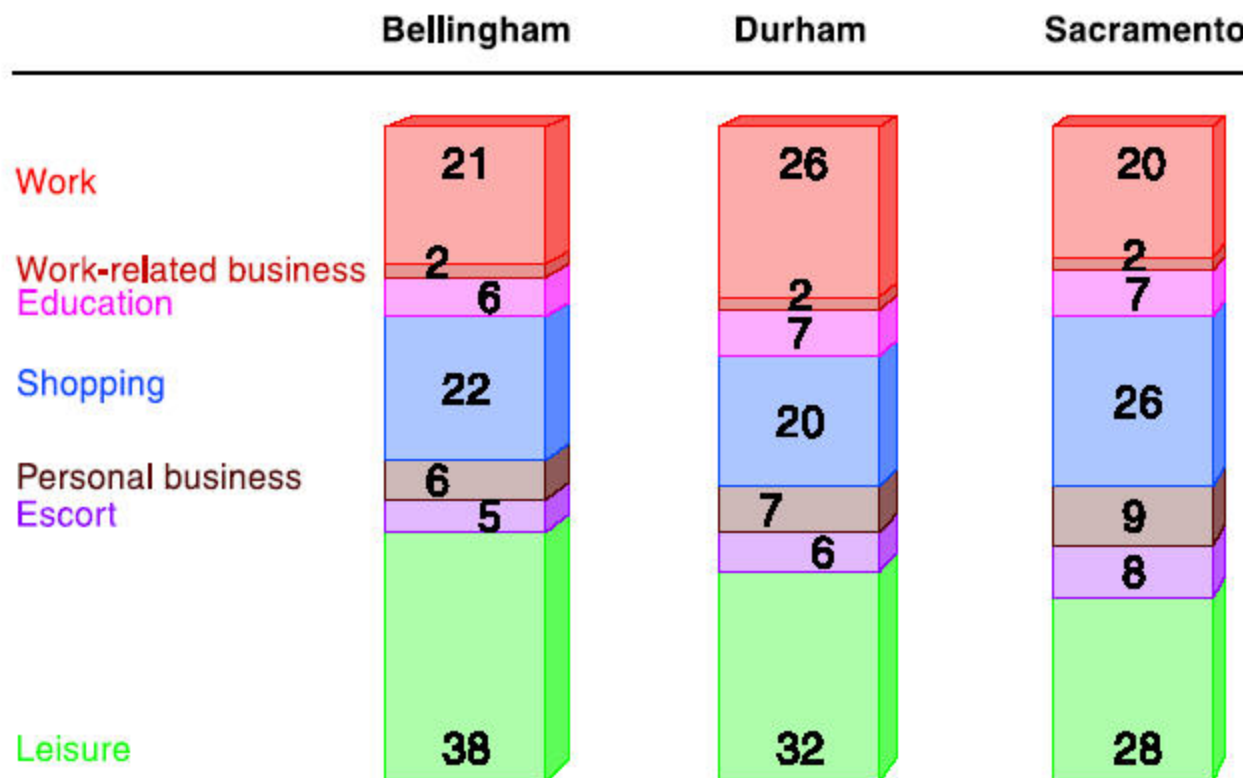
- Bellingham -

<b>AREA</b>	Target group: Neighborhoods of Columbia, Lettered Streets, Sunnyland, Roosevelt Control group: Rest of Bellingham
<b>METHOD</b>	Self-administered mailback survey, including all household members
<b>TIME</b>	Before survey: JUNE 04 Marketing: JULY 04 After survey: SEPTEMBER 04
<b>CONDUCT</b>	Before: 2,196 persons (net), 60% response rate After: 1,519 persons (net), 71% response rate

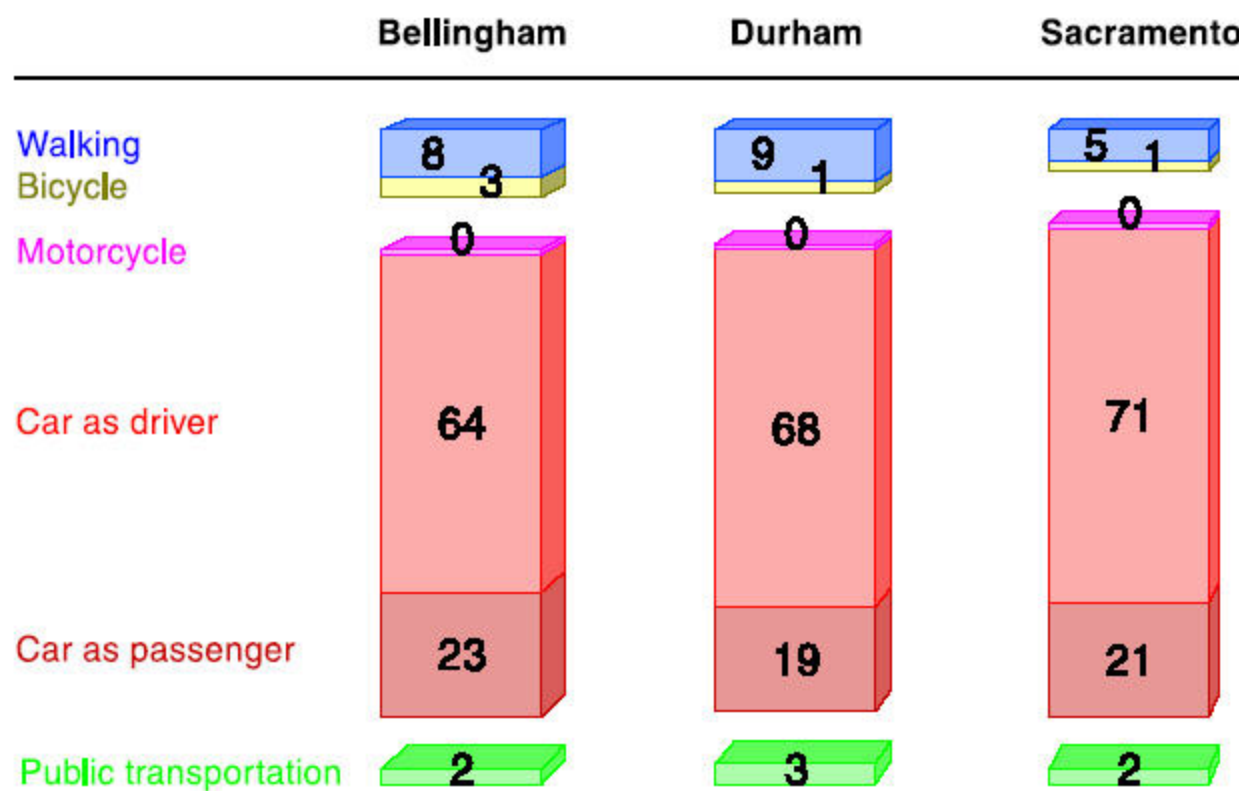
# The Pre-Survey: Mobility Data



## TRIP PURPOSE



# MODE CHOICE





# PRIVATE CAR TRIPS PER YEAR

- Bellingham 2004 -



All trips per year **986**

Trips entirely within Bellingham **782**

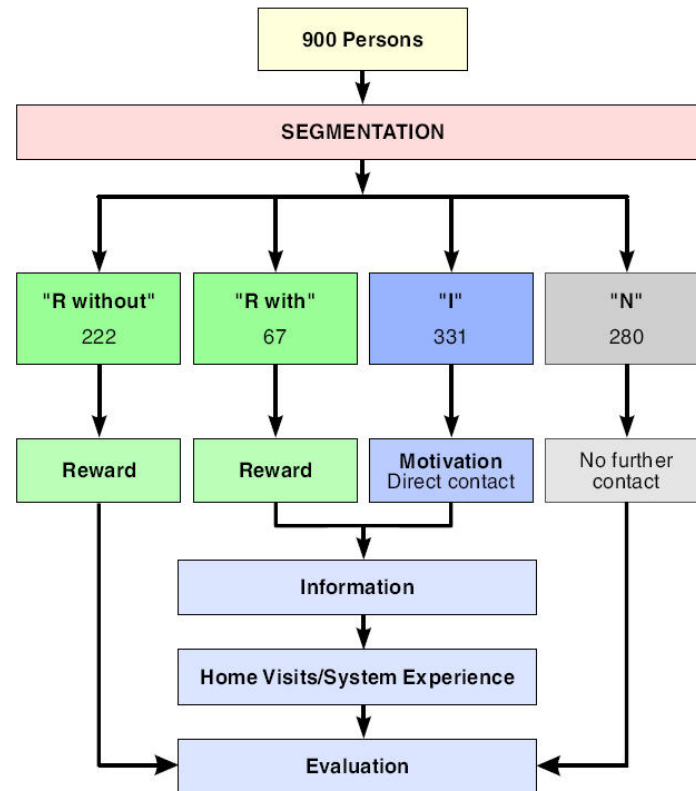
	Up to 1.0 mi ( Ø 0.7 mi)	1.1 to 2.0 mi ( Ø 1.8 mi)	2.1 to 3.0 mi ( Ø 2.9 mi)	3.1 to 5.0 mi ( Ø 4.5 mi)	Over 5.0 mi	Total	
Work	23	34	33	55	58	203	26%
Shopping and services	54	53	44	64	51	266	34%
Leisure	27	43	37	67	54	227	29%
Other	14	11	11	25	25	86	11%
Total	117	141	125	211	188	782	
	15%	18%	16%	27%	24%		

# Marketing Phase: The Bellingham Project



# INDIVIDUALISED MARKETING

- Bellingham -



# Travel in Your Neighborhood

Send back this form immediately  
and we'll send you this special gift!  
See back for details!



Would you like to use environmentally friendly travel options more often? yes ☐ no ☐

How can we help you? Please check the boxes below to order your information.

## FREE LOCAL MAP

A detailed "Travel in Your Neighborhood" area map showing walking, bus & bike routes, parks, restaurants & more..... ☐

## PUBLIC TRANSPORTATION

Stop-Specific Bus Schedules..... ☐  
*Departure times for the stop nearest your home.*

WTA Transit Guide..... ☐  
*Maps & schedules to all bus routes in Whatcom County.*

WTA System Map..... ☐  
*A fold-out color map depicting all bus routes, county wide.*

Trip Planning Sticky Notes..... ☐  
*A convenient way to remember directions from WTA's Customer Assistance Line.*

Take the Bus to Parks & Trails..... ☐  
*WTA connects you to 14 great recreation destinations in Bellingham.*

Whatcom County Trails..... ☐  
*Local information & descriptions of 14 trails in Whatcom County.*

Specialized Transportation..... ☐  
*Information about WTA's point-to-point service for the elderly & disabled.*

## FURTHER SERVICES

Need help taking the bus?..... ☐  
*Personal advice on using Whatcom County's transit system.  
See where it takes you!*

## BICYCLING

Bicycle Traffic Laws..... ☐  
*Your rights & responsibilities as you "share the road" in Washington State.*

Cycling Safely on City Streets..... ☐  
*Tips for sharing the road safely and confidently with motorists.*

Bicycle Commute Guide..... ☐  
*In-depth information on riding a bike for transportation. Covers clothing, choosing & outfitting a bike, carrying gear & more.*

The Bicycle Express..... ☐  
*Photos and step-by-step instructions for loading bikes on WTA buses.*

Whatcom Bicycle Resource Guide..... ☐  
*A list of bike sales and repair shops, as well organizations that support cycling locally & at the state & national level.*

From A to Z by Bike..... ☐  
*A colorfully illustrated book that instructs kids of all ages how to ride safely.*

How Children See Traffic..... ☐  
*Help your child be a better pedestrian and bicyclist.*

Shopping gift card from local bike shops..... ☐

## FURTHER SERVICES

Cycle Instead—Start Today!..... ☐  
*Personal advice on getting started with biking & maintaining your bike.*

## WALKING

Shopping on Foot and by Bike..... ☐  
*Tips for quick shopping trips on foot & by bike.*

Walking Safely..... ☐  
*Facts and safety tips for walking.*

Walk and Bicycle to Better Health..... ☐  
*Facts and tips for using active transportation.*

Walk our Children to School..... ☐  
*Neighborhood walking safety guide and advocacy tool.*

Helping Your Children Be Independent Travelers..... ☐  
*Facts and tips for children using active transportation.*

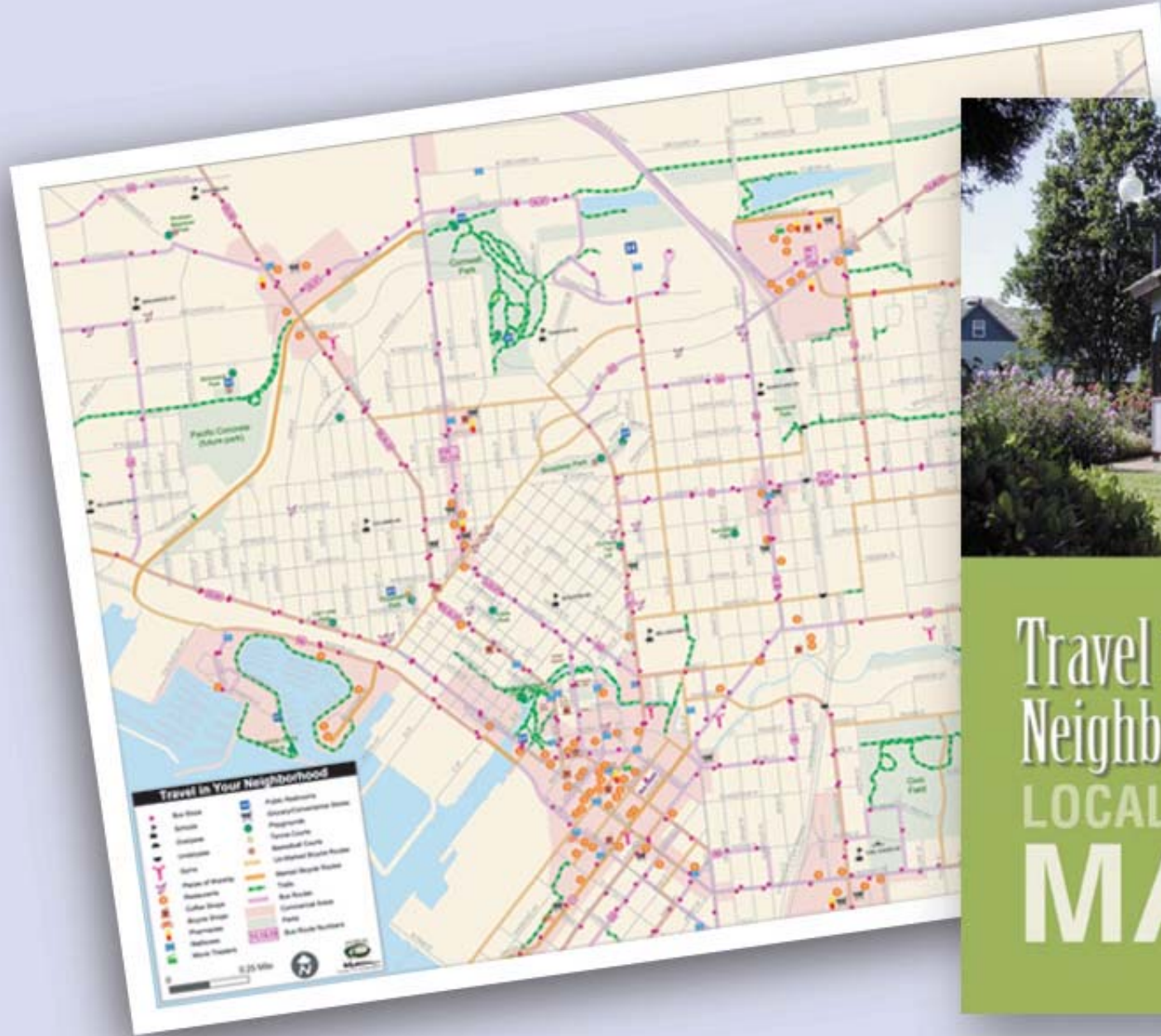
Bellingham Parks, Trails & Natural Areas..... ☐  
*City map with trail & park facility descriptions.*

Discount Card for a Pedometer from BeActiveForLife.org..... ☐

## FURTHER SERVICES

Have Fun Walking!..... ☐  
*Personal advice on walking opportunities in your neighborhood.*





# Travel in Your Neighborhood LOCAL AREA MAP

# the bus stops here

Custom Bus Schedule for: 1111 East Maple

## Bus Stop: Samish at Maple

### 7 Alabama

(See page 23 of Transit Guide)

#### via Cornwall

Weekdays	Saturdays
----------	-----------

7:00 am	10:00 am
8:00 am	11:00 am
9:00 am	12:00 pm
10:00 am	1:00 pm
11:00 am	2:00 pm
12:00 pm	3:00 pm
1:00 pm	4:00 pm
2:00 pm	5:00 pm
3:00 pm	6:00 pm
4:00 pm	
5:00 pm	
6:00 pm	

### 26 Lynden

(See page 35 of Transit Guide)

#### via Meridian, Bellis Fair

Weekdays	Saturdays
----------	-----------

7:40 am	10:40 am
8:40 am	11:40 am
9:40 am	12:40 pm
10:40 am	1:40 pm
11:40 am	2:40 pm
12:40 pm	3:40 pm
1:40 pm	4:40 pm
2:40 pm	5:40 pm
3:40 pm	6:40 pm
4:40 pm	
5:40 pm	
6:40 pm	

### 91 Samish Way

(See page 81 of Transit Guide)

#### via Bill McDonald



**WTA**

Effective July 31, 2005

# transit guide

\$1 value, please save



## WHAT'S NEW:

the **GO**LINES (with weekday service every 15 minutes),  
FREE transfers,  
& MORE downtown connections.



**WTA**

Effective July 31, 2005

# System Maps

\$1 value, please save



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# Bicycle Express

July 2005



**WTA**



# WALK & BICYCLE

Your Way To Better Health



# SHOPPING ON FOOT & BY BIKE



# WALKING SAFELY

Facts & Safety Tips for Walking



# WHATCOM BICYCLE RESOURCE GUIDE



# BICYCLE TRAFFIC LAWS

For Washington State



# CYCLING SAFELY ON CITY STREETS





## Children act differently in traffic than adults

Children are children, not small adults. It's important to understand their limitations in understanding traffic.

Specifically children:

- ✓ Have a narrower field of vision than adults, about 175 feet.
- ✓ Cannot easily judge a car's speed and distance.
- ✓ Assume that if they can see a car, its driver must be able to see them. However, children are easily hidden from view by parked cars and other objects.
- ✓ Cannot readily tell from which direction a sound is coming.
- ✓ May be impetuous and impulsive.
- ✓ Concentrate on only one thing at a time. This is not likely to be traffic.
- ✓ Have a limited sense of danger.
- ✓ Often mix fantasy with reality.
- ✓ Imitate the often bad behavior of others, especially older children and adults.



## Ten ways to help children become better pedestrians & cyclists

1. Give your child only as much independence and responsibility as she can handle safely. Throughout childhood, children slowly develop the cognitive, perceptual, and sensory skills necessary to be safe in traffic.
2. Remember that each child is unique. Do not have rules for one child set them for siblings, cousins or neighbors. Children of the same age may require different levels of supervision in traffic.
3. Evaluate your child's behavior in traffic. Is he impulsive? Does she stop to think before acting? Distractible? Can she sustain attention on something important? Is she a risk taker? It is likely that your child's behavior in traffic will resemble behavior out of traffic.
4. Consider any limitations your child has and how they might influence his or her behavior in traffic. For example, does your child have vision problems? (Use appropriate eye exams or judgment based on physical handling?)
5. Give your child practice in traffic. Frequent, supervised experience can help children develop good habits.
6. Teach your child the rules of walking or riding as you encounter traffic situations. Children repeat rules back to you.
7. Do not assume your child will follow because she can verbalize them. Set up situations with you to shadow her/him with 10-15 ft of semi-independence.
8. Grant independence in small steps. For example, from playing in front of the block, to walking around the street, etc.
9. Always model appropriate behavior, whether you are walking or riding. Children learn from you.
10. Be a careful driver, and have developed good habits in your hands.

## HOW CHILDREN SEE TRAFFIC

Help your child be a better pedestrian and bicyclist







### Recent Trends

More and more, children are choosing to take part in sedentary activities such as watching television, playing video games and using the computer. Other opportunities for daily physical activity, such as going to and from school, are being supplanted by automobile trips. During the last 20 years, children's walking trips to school have declined 60 percent. Roughly 10 percent of children nationwide walk to school regularly. Even among those kids living within a mile of their school, only 25 percent are regular walkers.

Decreasing physical activity is contributing to alarming increases in the number of overweight and obese children. Today there are nearly twice as many overweight children and almost three times as many overweight adolescents as there were in 1980. Many of these children show adverse health effects formerly associated only with overweight and obese adults.

### Inactive children are more likely to:

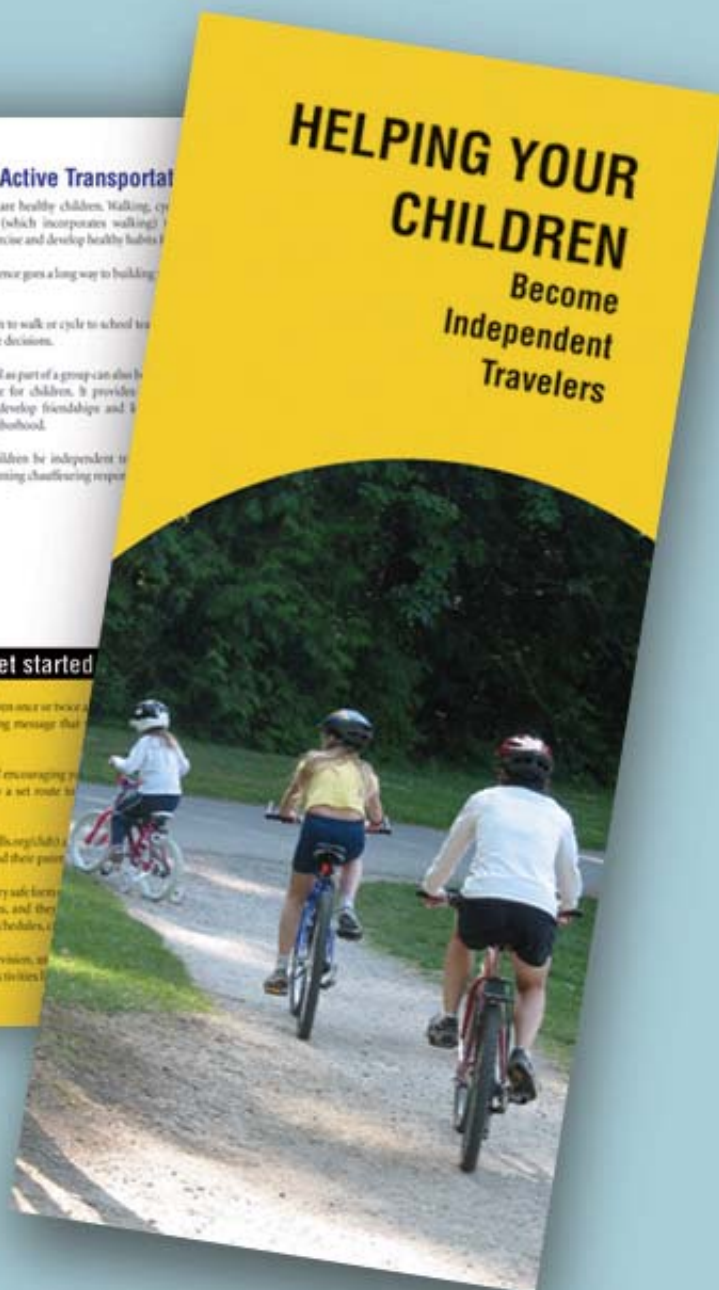
- Be overweight. Obese children tend to become obese adults.
- Develop diabetes. About 150,000 children in the U.S. have diabetes. An obesity rates in children soar, type 2 diabetes, a disease formerly seen primarily in adults over age 45, is becoming more common in young people. Moderate exercise can help manage body weight and prevent obesity, a key factor in the development of diabetes.
- Develop heart problems. Children and young adults who participate in exercise now reduce risk factors such as high blood pressure and cholesterol levels which can lead to heart disease later. Walking, cycling and other moderate levels of exercise have been shown to improve children's cholesterol levels and have a positive impact on blood pressure.
- Develop certain cancers in later life. Colon, breast and prostate cancers are all linked to insufficient levels of physical activity in adults. Developing children's exercise habits early is a preventative measure for well-being throughout their lives.

### Benefits of Active Transportation

- Mobile children are healthy children. Walking, cycling and riding the bus (which incorporates walking) provide daily exercise and develop healthy habits.
- A little independence goes a long way to building self-esteem.
- Allowing children to walk or cycle to school teaches them to make responsible decisions.
- Walking to school as part of a group can also be a social experience for children. It provides an opportunity to develop friendships and learn about the neighborhood.
- Helping your children be independent reduces the time-consuming chauffeuring responsibilities of parents.

### Helping your children get started

- Try walking or cycling to school with young children once or twice a week. Your children will understand the underlying message that healthy, valid forms of transportation.
- A "walking school bus" is another popular way of encouraging physical activity. Organize a group of children to follow a set route to school with children coming along to supervise.
- Contact Mount Baker Bike Club ([www.bikeclubbcl.org/bcl3](http://www.bikeclubbcl.org/bcl3)) and classes that teach cycling skills to children and their parents.
- Teach your children to ride WTA buses. This is a very safe form of transportation. WTA bus drivers are friendly, trustworthy adults, and they especially youth. For assistance with routes and schedules, call 206-465-1234.
- Limit the hours your child spends watching television, playing video games. Encourage them to take part in physical activities.



# Comments from Participants

- I'm very happy about the personalized bus stop information...was one of the best-run surveys I've done... liked the promptness of the delivery and I've shared the information with my neighbors.
- I liked the instructions on how to load the bikes on the WTA buses. It was very cool how you did all this.



- I really liked the Bellingham trail information. My husband also purchased a bike and used the information to begin commuting to work on the bike.
- Everything was so marvelous! Everything was so amazing. My friend is a hiker and he was impressed with the trail maps. I just think it's so wonderful what you're doing. I've been showing and telling everyone about it.
- Everything was great. I think the bike messenger idea was really fun.



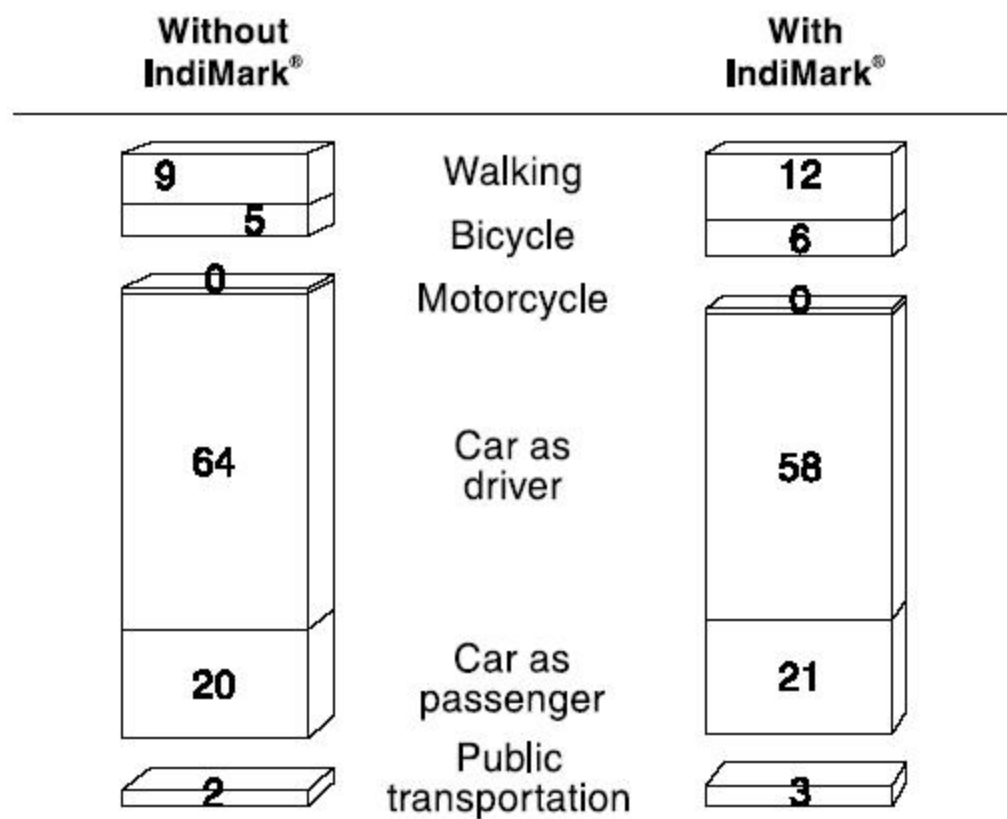
# Many participants were:

- surprised to discover their proximity to trails
- surprised to discover where buses could take them
- willing to consider which trips *could* be made by walking, by bike or by bus



## MODE CHOICE

- Bellingham -



## MODE CHOICE

- Bellingham -













Without IndiMark®		With IndiMark®	Relative changes
16	"EFM"	21	+25%
20	Car as passenger	21	+10%
64	Car as driver	58	- 8%



# CAR USAGE

- Bellingham -



Without IndiMark®	Per (private) car/day	With IndiMark®
  <b>2.5</b>	USAGE (%)	  <b>2.3</b>
 <b>33'</b>	TRIPS	 <b>30'</b>
 <b>13</b>	DURATION (min)	 <b>12</b>
 <b>1.4</b>	DISTANCE (miles)	 <b>1.4</b>
	OCCUPANCY (per trip)	

## CAR MILEAGE

- Bellingham -



Without IndiMark®		With IndiMark®
<b>690</b>	(Private) Cars in total	<b>690</b>
<b>13</b>	Miles per car per day (everyday mobility)	<b>12</b>
<b>3.11 mio</b>	Total miles per year (341 days) in mio	<b>2.86 mio</b>
Reduction (mi per year)		<b>- 0.25 mio mi</b>
Relative reduction		<b>-8%</b>

# How does IndiMark<sup>®</sup> compare with CTR in Bellingham?

- CTR has reduced drive-alone commute trips from 78% to 72% in Whatcom County
- Only commute trips – one-fifth of all trips
- Only at CTR worksites
- Took 8 years to achieve this
- Have spent \$120,000 per year



# Applicable Techniques

- Market Segmentation
  - Who will never be interested?
  - Who is participating already?
  - Who is interested in more information?
- Start a dialogue
- Give personalized information, promptly
- Emphasize non-work trips (as well as work trips)

# The Future of IndiMark<sup>®</sup> in Bellingham

- Exploring new sources of funding
- Goal: implement along WTA's new high frequency transit corridors



